**GUJARAT UNIVERSITY SYLLABUS FOR T.Y.B.B.A. SEMESTER V**

**COURSE CODE-302 BUSINESS ENVIRONMENT**

**Introduction**:

No business enterprise can exist in a vaccum. It is an integral part of the society in which it exists. Therefore, decisions in a business enterprise and its performance is always influenced by a number of varied factors. For efficient and effective decision making, the business enterprise must understand its relationship with the surrounding environment.

**Objective:**

The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organizations.

**Number of credits : 3 Lectures per week : 3 Total Sessions 40**

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| --- | --- |
| Unit | Weightage |
| Unit I | 25% |
| Unit II | 25% |
| Unit III | 25% |
| Unit IV | 25% |
| Total | 100% |

**Unit-1**

1.1 Introduction to Business Environment

Concept, Definition & Importance of Business Environment, Internal & External environment of business

1.2. Economic Environment

Reforms in Indian Money Market, Primary Capital Market & Secondary Capital Market .

**Unit-2**

2.1 Union Budget: Concept, Main constituents of Budget, Various types of Budgetary Deficits.

Price & Distribution controls: Objectives, Price controls; Direct Vs Indirect, Administered prices, Dual pricing, Subsidisation, Public Distribution System.

Privatisation: Concept, Ways of privatisation, Disinvestment process in India. Exit Policy

**Unit -3**

3. Global Environment

Globalisation: Definition, Meaning & indicators of Globalisation

Foreign Investment Flows: Concepts of FDI, FPI & Role of Foreign Investments.

Introduction of GATT, Origin & Objectives of WTO, Impact of WTO on Indian Economy.

MNCs: Meaning of MNC & TNC, Benefits from MNCs, Problems brought by MNCs.

EXIM Policy (Latest)

**Unit - 4**

* 1. Social Environment

Meaning of Social Responsibility of Business & various social responsibility of Business.

Business Ethics: Meaning & Its importance

Consumerism: Concept, Consumer Rights & Consumerism in India

* 1. Technological & Natural Environment

Concept of Technology & Innovation, Sources of Technology Dynamics Concept of Natural Environment & its impact on Business

Text Books:

* 1. Economic environment of business by H.L. Ahuja, S. Chand
  2. Business Environment: Text & Cases, Francis Cherunilam, Himalaya Publishing House, Edition:

Reference Books :

1. Essentials of Business Environment, K.Ashwathappa, Himalaya Publishing House, 6th Edition:
2. Indian Economy, S.K.Misra & V.K.Puri, Himalaya , Edition:25th
3. Indian Economy, Ruddar Datt & K.P.M Sundharam, S.Chand & Company Ltd.,57th Edition

Topics for Assignments

1. Detailed study of union budget.
2. Latest provisions of a new EXIM policy.
3. How SEBI works?
4. Effects of globalization on world economy.
5. Disinvestment process in India.

Topics for Seminars

1. Discussion over the union budget of that year
2. Impact of FDI & FPI on Current Account Deficit
3. Is Globalisation a tool in the hands of MNCs to enter in any country?
4. Business Ethics & MNCs
5. Latest challenges present in modern business environment.
6. Detailed discussion on benefits and limitations of latest budget.
7. How administered prices affect the functioning of the economic system.
8. Recent changes in the attitudes of corporate in relation to CSR.